



Paintback’s Board Appoints Lucia Cade to Lead Collaboration For a Sustainable Paint Industry

Paintback® – a solution to recycle and find new purpose for previously discarded paints – welcomes Lucia Cade as Chair of the Board of industry leaders and experts.

Lucia is a problem solver and will drive Paintback’s effort to divert unwanted paint and packaging from landfill and waterways, and research new ways to reuse previously discarded materials.

On joining Paintback’s Board, Lucia said *“Successful business leaders today are conductors of an orchestra, where excellence in every single instrument is what creates beautiful music. Modern leaders normalise differences in the world. You want people who are excellent at what they do.”*

“Paintback brings the best and the brightest together. The unique industry-led business model creates a responsible life cycle for products and value from previously discarded materials. An inspiring level of collaboration between business is needed to achieve this.”

Paintback provides a truly unique example of how business leaders can collaborate to create a sustainable future. Lucia will lead the board of business leaders and experts to keep the industry effort on track, working with Patrick Jones, Chief Operating Officer, Dulux Group; Richard Meagher, Region President Consumer Brands Asia; Sherwin Williams, Independent Director; Rod Walton, Chief Executive Officer, Haymes Paint; Anne Neeson, General Manager, Architectural Coatings ANZ, PPG Industries; Murray Scott, Independent Director; and Karen Gomez, CEO, Paintback.



Bringing more than 20 years' experience in commercial engineering to Paintback, Lucia has driven innovation and government and regulatory stakeholder engagement across industries including water, waste, energy and infrastructure.

"Paintback provides great environmental stewardship to match great customer service. This is the future of industry accountability to manage the world's precious resources," commented Lucia.

Lucia now presides over a number of boards as a non-executive director and advisory roles in global listed companies and government organisations including South East Water, Carbon Revolution, Engineers Australia, Regional Investment Corporation and Future Fuels Co-operative Research Centre.

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About Paintback

Paintback is taking unwanted paint and packaging's colourful past to a brighter future by diverting it from landfills and vital waterways. Paintback®, established in 2016, is a world-first, industry-led initiative committed to researching new ways to repurpose unwanted paint materials.

Since it began, Paintback has collected more than 13,000 tonnes of paint and packaging from consumers and trade. An independent not-for-profit organisation, Paintback is supported by a levy from paint sold by leading brands like Dulux, Haymes, Resene, Rust-Oleum, Taubmans and Wattle. It is funded through 15cent (+GST) levy on eligible paint products sold, approved by the Australian Competition and Consumer Commission (ACCC).